



WDAF-TV

# ORDER

Print Date 08/13/12 Page 1 of 3

Flight Dates 08/14/12-08/19/12

Contract / Revision 567919 /

Original Date / Revision  
08/13/12 08/13/12

Advertiser McCaskill/D/US Senate

Agency Media Strategies & Research

Buying Contact

11350 Random Hills Rd  
Suite 670  
Fairfax, VA 22030

Primary Account Executive  
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Product

August 14-19, 2012

Agency Com 15%

Billing Contact Suzanne Lorimer

1580 Lincoln Street  
Suite 510  
Denver, CO 80203

Sales Office L-KC

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate # August 14-19, 2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLC POL

Product Codes PL1Bb

Priority DEFAULT

Advertiser Ref

Order Share 20% Market Value 58125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	17437
KCWE	%	0
KMBC	30%	17437
KMCI	%	0
KPXE	%	0
KSHB	20%	11625
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	34	\$9,881.25	\$11,625.00	0.00	07/30/12	08/19/12	34	\$9,881.25	\$11,625.00
Totals	34	\$9,881.25	\$11,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	08/14/12	08/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--111--	:30	3	\$125.00	3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$125.00		0.00			
N 2	4	08/14/12	08/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--111--	:30	3	\$250.00	2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--211--					4	\$250.00		0.00			
N 3	4	08/17/12	08/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----1--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$450.00		0.00			
N 4	4	08/16/12	08/16/12	M-F 7-9a	CM-All	7-9a	---1---	:30	1	\$450.00	2	0.00	NM	1	\$450.00



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567919

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Hiatus Dates

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Order Sep 00:15:00

Advertiser McCaskill/D/US Senate

Product August 14-19, 2012

Estimate # August 14-19, 2012

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---					1	\$450.00		0.00			
N 5	4	08/18/12	08/18/12	Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1-					1	\$225.00		0.00			
N 6	4	08/19/12	08/19/12	Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----1					1	\$150.00		0.00			
N 7	4	08/17/12	08/17/12	M-F 9-10a	CM-All	9-10a	----1--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--					1	\$150.00		0.00			
N 8	4	08/16/12	08/16/12	M-F 11-1130a	CM-All	11-1130a	---1---	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---					1	\$100.00		0.00			
N 9	4	08/15/12	08/16/12	M-F 3-4p	CM-All	3-4p	--11---	:30	2	\$100.00	3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--11---					2	\$100.00		0.00			
N 10	4	08/15/12	08/17/12	M-F 4-5p	CM-All	4-5p	--111--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$300.00		0.00			
N 11	4	08/15/12	08/17/12	M-F 5-6p	CM-All	5-6p	---11--	:30	2	\$300.00	3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---11--					2	\$300.00		0.00			
N 12	4	08/15/12	08/17/12	M-F 6-630p	CM-All	6-630p	--1-1--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--					2	\$400.00		0.00			
N 13	4	08/15/12	08/17/12	M-F 630-7p	CM-All	630-7p	--111--	:30	3	\$300.00	3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$300.00		0.00			
N 14	4	08/15/12	08/17/12	M-F 9-10p	CM-All	9-10p	--111--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$750.00		0.00			
N 15	4	08/15/12	08/17/12	M-F 10-1030p	CM-All	10-1030p	--11---	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--11---					2	\$750.00		0.00			
N 16	4	08/15/12	08/17/12	M-F 1030-1102p	CM-All	1030-1102p	--111--	:30	3	\$375.00	2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--111--					3	\$375.00		0.00			



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Order Sep    00:15:00

Advertiser    **McCaskill/D/US Senate**    Product **August 14-19, 2012**

Estimate #    **August 14-19, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N17	4	08/18/12	08/18/12	Sa 9-10p	CM-All	9-10p	-----1-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
				Sa 9-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----1-						1	\$450.00	0.00			
Totals														34	\$11,625.00

**WDAF- TV**  
**RECORD OF INQUIRY FOR BROADCAST TIME BY OFFICE OR ON BEHALF OF**  
**CANDIDATE FOR PUBLIC OFFICE**

**INSTRUCTIONS:** This form **must** be completed by WDAF-TV personnel as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, **whether or not** the inquiry results in an order being placed. Each completed form must be placed in the Station Public File immediately after it is completed and must be retained in the File for a period of two years.

- (1) Date and time of request: 11 AM 8-13-12
- (2) Name of person making the request: Suzanne Lorimer
- (3) Agency (if any): Media Strategies and Research
- (4) Address of agency: 1580 Lincoln Street, Suite 510, Denver, Colorado 80203
- (5) Telephone number of agency: 303-989-4700
- (6) Name of candidate: Claire McCaskill
- (7) If sponsor is a Committee, name of Committee: \_\_\_\_\_  
McCaskill for Missouri 2012
- (8) Address of Committee: P.O. Box 300077, St. Louis, Missouri 63130

Email Address: \_\_\_\_\_

- (9) Telephone number of Committee: 314-918-8100

- (10) Committee officers: Adrianne Marsh  
Chairman/Manager

\_\_\_\_\_  
Vice Chairman

Mishelle Sherod  
Treasurer

- (11) Is it the candidate's authorized Committee? Yes
- (12) Political Party of candidate: Democrat

(13) Office for which candidate is running: United States Senator

(14) (check one)

X  
Federal Office      State Office      Local Office

(15) Election for which candidate is campaigning: November 2012

(16) Date of election: \_\_\_\_\_ Primary: 8-7-2012 General: 11-6-2012

(17) Programs or times requested: all

(18) Dates requested: 8/14 - 19, 2012

(19) Length of spot / program time requested: :30

(20) Request made: In writing X Orally \_\_\_\_\_  
(Check one: If in writing, attach and retain)

(21) Station offer: Sent current rate card

(22) Disposition of request: Granted X Not Granted \_\_\_\_\_  
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain. If granted, attach contract and invoice, when available)

(23) Request for documentation that candidate is legally qualified:

Yes \_\_\_\_\_ No X (Attach any written documentation received)

(24) Political Disclosure Form submitted to requestor: 2-16-12  
Date

Comments (if any) \_\_\_\_\_

FOX4 - WDAF-TV

Station

Shannie Bran  
Signature of Person receiving request on behalf of station

COPY TO: ☐ STATION PUBLIC FILE